



Event Impact Report - Sports Events

Organization: LA Galaxy - RBOC
Event Name: Real Madrid vs Juventus (soccer match)
Event Date: Saturday, July 30, 2022

KEY EVENT PARAMETERS

Data Inputs	Value	Definition / Notes
Number of Attendees	93,702	Number of unique visitors to the event, including local and out of town.
Start Date and End Date	07/30/02	The official start and end dates of the event. The model will account for room nights that may be generated before and after the event as well as the distribution of room night demand during the event.
Geographic Reach	Primarily Local	The selection of geographic reach provides model-defined breakouts on the visitor portion of events through estimates for the share of out-of-town visitors and the number of overnight visitors. Local is defined as within 75 miles.
Out of Town Share	20%	Estimated percentage of attendees visiting from outside of subscriber area (outside of 75 miles.) Note: STR occupancy for the night of Saturday, 7/30 was 88.5%.
Average Room Rate	\$216.84	ADR as reported by STR for the night of Saturday, July 30, 2022.
Average Ticket Price	\$198.75	Event entry fee. This data point influences organizer spending - the higher the ticket price, the larger organizer spending.

KEY RESULTS

Data Outputs	Value	Definition / Notes
Business Sales (Direct)	\$4,966,702	This is the aggregate estimate of attendee and organizer spending in the local hospitality sectors directly impacted by the event (lodging, food & beverage, transportation, retail, recreation, business services, etc.)
Jobs Supported (Direct)	4,040	Measures the estimated number of jobs supported during the period of the event, directly by the service providers, including lodging, food & beverage, transportation, retail, recreation, facility management, audio/visual and security.
Local Tax Revenue	\$208,553	This is the estimated sum of direct, indirect, and induced local taxes and assessments generated by an event, including income, bed, sales, and other local taxes.
Room Nights Generated	1,705	Estimated total room nights generated by the event. This incorporates the duration of the event, number of attendees, type of event, occupancy per room, and average length of stay.